

IA *Interior
Architect*

崔慧颖 王 玮 翻译
李 信 译校



东南大学出版社

韩国室内设计 1
Joong Ang Design

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简介 / Profile

1950 年出生于 Boryung, Choongbook, 毕业于高丽大学建筑系, 获得学士和硕士学位。
随后就读于工程和管理信息研究院学习高级工业理论, 取得大众传播硕士学位。

曾经在三星秘书室和 Joong Ang Design 发展公司 (现 Samsung Everland) 设计事业部工作, 后设立 JAD 设计公司, 担任公司总裁。

现任韩国室内建筑师协会理事、国际室内建筑委员会委员长及韩国室内设计学会特别会员, 同时是韩国建筑师协会、韩国建筑学会、韩国 FM 学会会员。

他发表的研究论文有《影响韩国办公空间的室内设计要素》。

Born at Boryung, Choongbook in 1950 and received a B.Sc. and a M.Sc in Architecture at Korea University. Studied later high-level industrial policy process at Engineering and Management Information Graduate school and obtained a master's degree at the Graduate school of Mass Communication.

Worked for secretariat of Samsung Co., Ltd. and Design business unit of Joong Ang Development Co., Ltd. (current Samsung Everland) and established Joong Ang Design Co., Ltd. and currently working as a representative in office.

He has been active as director of Korea Interior Architects Association, chief of International Interior Architects Committee, special member of Korea Interior Design Academic Society, member of Korea Architects Association, Korea Architecture Academic Society and Korea FM Academic Society.

Treatise upon 'Office interior planning elements in accordance of change of office spaces in Korea' was published.



Byeon In keun, JAD 设计公司总裁
Byeon In keun, CEO of Joong Ang Design Co., Ltd.

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韩 文 版 致 词

室内装潢领域正逐渐成为我们生活的一部分,对这一领域的关注越来越多,要求也越来越高。如果说现代室内设计是室内建筑师的精神造物,那么对室内建筑师的关心与重视也应成为文化的一部分,是一项不能忽略的重要工作。

然而至今为止,即使是专业的媒体对室内建筑师也不够重视,这个现象让人很是担忧。因此我们创办了 IA。

IA 是为室内建筑师搭建的舞台,每月出版一本,通过严格的内部审校程序,为室内建筑师们出版最具有代表性的作品。

我们不仅仅局限在选收照片和蓝图,更多地注重选收室内建筑师的设计理念、细节、草图和他们的设计思路。

被选为 IA 系列第一册介绍的 JAD 设计公司是韩国国内最高级别的综合环境设计公司,JAD 设计公司通过参与国际竞争及向中国、越南等地的进军,提高了韩国设计界在国际上的地位。我们亦致力于本刊的出版,使其不仅在国内而且在国际图书市场上也能广为传播。

IA 致力于推动全国室内设计的发展,并努力挖掘有潜质的设计师。

我们衷心希望读者给予 IA 更多的关爱和支持,虽然 IA 仍有很多不足之处,但我们将不断努力,力争使 IA 成为室内设计界同仁的真正朋友。

出版人 郑光泳

Address for the first publication

Interior field is gathering strength as a core part of our life and sustaining interest and consideration to this significant area are more demanded. If the modern interior design is spiritual byproduct of interior architects, illumination of interior architect deserves serious attention as an integral part of culture.

However, even professional magazine dealing with relative issues was not interested in interior architects, which is such a deplorable thing. That's why we are publishing IA.

IA provides spaces to talk about interior architects. For publication of each issue on a monthly basis, possible figures to be dealt with will go through strict appraisal procedure and we will approach them to represent passion of true interior architects.

Our work represents not only pictures and blueprint, but philosophy and detail, drawing(sketch) featuring a relative interior architect.

Joong Ang Design chosen for special issue of the first edition is acknowledged as the best General Environment Design Corporation in a nation and contributing to enhance an image of domestic design industry in an international level through participation in an honorable international competitions and export of designs to China and Vietnam, etc.

IA will be endowed competitiveness of its own, and we will be making efforts to publicize and spread it not only domestic but international book market.

IA will be contributing to initiating progress and improvement of nationwide interior industry and committed to find the talented architects.

Your constant interest and support would be highly appreciated and IA will be making utmost efforts to be a true partner to interior industry.

Publisher, Jeong Kwang young

从家具到主题乐园， 室内和环境设计的综合开发

室内设计的范围有多大？

一般来说室内设计自然是指建筑物内部的设计，但是对主题乐园而言，有时设计范围会扩大到建筑结构的外部，其设计范围比其他的建筑要广得多，需要考虑如建筑内空间的标识、装饰品、家具、照明设备及器具、装修材料、电器规划等诸多事项。

换言之，需通过对综合环境的调查分析，提出最合理的设计方案。为一家企业提供合理的室内办公家具设计方案时，不仅需要详细考虑这家企业的工作环境和企业形象，还必须针对环境情况作全面分析，这是任何一个设计案例中必不可少的。

JAD 正是这样一家可以处理以上细节和工作、满足这些需求的环境设计公司。JAD 在室内设计工程中对项目作必要的环境分析和研究，使其研究工作融入整个设计过程，包括对建筑物的重新塑造、土地分析以及花园设计、确定设计规模的大小等。

JAD 设计管理的基本组成部分是设计信息和设计师。

设计信息是通过体系化的设计资料库和网络建立的，要建立设计信息体系，应把握时代的发展趋势，追求以先进的设计信息为基础的新的设计技术。

为提高设计质量，应首先考虑对有潜力的设计师进行培养、投资，通过选拔有潜质的设计师和对他们进行再教育，来保证高水准的设计能力。而且，为了培养优秀的设计师，要给他提供各种各样的设计开发机会，以便在未来的设计中发挥其应尽的社会作用。

为此，JAD 专门设立了设计企划研究所，强调设计的基础研究和企划。JAD 还构想设立设计信息系统，以管理各种多样的优秀设计信息。

目前，JAD 正凭借其在韩国国内的经验和实力，积极谋求海外市场拓展。我相信 JAD 将凭借其自身的设计理念和力量参与世界竞争，成为 21 世纪韩国室内设计界的优秀代表。

Byeon In keun, JAD 设计公司总裁
2002 年 5 月

From furniture to theme park, interior and development of complex Comprehensive Environmental Design, Comprehensive Design Development

How far can an interior design reach?

Design concept normally applied to the inside of a building physically but for the theme park, a design concept is extended to the outside of a structure, which has a broader range of construction concept than other types of buildings. Lots of considerations ranging from the inner space of a building, signs, small articles for display, furniture, lighting equipment and apparatus, finishing materials, electricity and planning should be counted on.

In another words, the most reasonable results through general environmental survey and analysis should be suggested. To suggest proper furniture in office area of one company, detailed procedure including analysis of working environment and company image is done. In the end, only a range of suggestion is limited and general and entire analysis work on targeted environment in the process of design is needed in any cases.

JAD is the General Environment Design Corporation to meet the demand and deal with the detailed and complicating process. JAD extends study on necessary environment analysis required for interior project process and be engaged in total design process ranging from remodeling, analysis of environment, complex development and process operation and completion.

Basic unit of JAD design management is design information and designers.

Design information is built up through systematical design library and network and for this operation, understanding the current trend and pursuing a new design technology based on the advanced design information is absolutely required.

Also, investment in talented designers should come first prior to improvement of design quality. Selection of talented designers and continuous re-training should be implemented to maintain high quality of design power. In addition to that, a variety of opportunities for design development should be provided to function social entity for future design.

For this, JAD established Design Planning Research Institute to execute basic study on design and reinforce planning function of design and it is also considering digital design information system to manage various design information library and excellent information.

Now, JAD is expanding its business into overseas market, based on experience and expertise built up domestically. I believe JAD will be committed to a new responsibility of 21th century to enhance an awareness of Korea with distinguished design power and sense, competing with international counterparts.

May 2002

Byeon In keun, CEO of Joong Ang Design Co., Ltd.

未来的设计， JAD 为迎接全球化时代所作的准备

李海燕(韩阳大学室内设计教授)

我忽然想起在 JAD 工作时,参加 TOEIC 和 JPT 考试的情景。由于这些考试是升职的条件之一,我经常对此抱怨。这种考试在我为工作忙碌时更显得火上加油。在海外出差时,由于在大书店和展览会上收集相关的资料,常常连纪念品也没买回来,就是买了,行李箱也放不下。有时我不仅会敦促海外的主管,积极收集整理展览会资料,而且为了查找那些 JAD 资料室所没有的资料,自己也会虚心向别的公司请教、咨询。有时展览会的设计方案内容已准备好了,为了精益求精,又重新修改了整整一个月。虽然这样做实在是有点浪费时间,但现在回过头来想想,这也是学习除了设计以外的生存技能的一个机会。

设计方面的信息收集、综合分析是提高设计水平的必要条件。为了提高信息收集的能力,收集一定数量和质量的资料是必要的;为提高信息综合分析能力,必须具备适度的思考能力;为最大量地提高实际应用水平,必须融会贯通,灵活运用理论和实际业务知识。我们需要更好的理解力和传达力,不仅做到自己掌握那些信息,而且也和别人相互沟通、共同分享。因此,设计者要具备语言表达的基本素质,要掌握好外语,并了解设计以外的信息和社会各界的反应,完成一个设计师应尽的职责。

未来的设计前景如何?虽然政府、社会都强调设计是国家竞争力的源泉,但实际上比起提高设计竞争力来往往更关心的是如何用设计盈利,对设计开发系统和培训教育设计师方面的重视还远远不够。虽然和过去相比,今天这一现象已有很大改善,但最让人担心和痛心的是由于经济、政治、社会等方面的原因还迟迟不能彻底解决这一问题。在这种环境下室内设计公司该如何努力呢?

JAD 参加多次国际设计竞赛,其设计方案也数次中选,这些为其在国际上赢得了很好的声誉。JAD 在中国设立了分公司,在国际上获得更大范围的认可,并增强了在国际舞台上竞争的信心。在越南河内、中

国北京、上海浦东、沈阳、天津等地,韩国的 JAD 室内设计公司都有涉足。JAD 的这些努力得到的不单是在海外的工程订单,我认为更有意义的是为了完成这些订单,JAD 需要综合分析市场的情况及当地的环境,了解两地的文化差异,研究提出室内设计最根本的出发点,提供出以人为本的设计方案。这些才是这些海外订单的真正价值所在。

国际竞争力不是一蹴而就的,而是需要时间和经济上的投资,以及基于对未来的准确的分析和信心。设计也是如此,如果设计只是停留在设计师的独创性上,不关心设计领域的扩张,会不会忽略了设计是艺术性和商业性混合体这一特点?JAD 在解决设计大众艺术普遍性问题上具有独创性,并且注重设计服务,具有设计公司的经营理念。和以艺术性为主的工作室相比,室内设计公司注重商业化的运营。JAD 的商业化理念是在工程初期就很注重企划工作,并且和业主保持着伙伴关系,这一点表明他们充分尊重设计对象的基本设计理念。

很显然,当今世界设计是提高竞争力的决定性因素。说起国家竞争力,最先提起的就是设计,我们在设计领域已占有一席之地。JAD 把创造商业机会而不是单纯靠设计来盈利作为其企业经营的目标,通过设计来研究人的需要,理解环境,探讨这个世界,并以自身的努力来美化我们的社会。9 年来,JAD 举办了一系列以学生为对象的展览会,也是希望学生在上述的起点和理念上来学习设计。只有这样,设计及其相关的企业才能够持续地发展壮大。

Design for Future Preparation of JAD for the Global Design Age

Lee, Hea yon(Prof. of Hanyang University, Interior)

I used to take TOEIC and JPT test while working for JAD. That suddenly came into my mind. I used to complain on those examinations because those tests served as conditions for promotion, saying that oil is into the fire of my stress that I was already going through from my works. In addition, from so many business trip I made, I used to come back home without any souvenirs since I was busy enough to collect relative data at large book-stores and exhibitions that there was not any room for other things in my baggage. I sometimes did not only urge foreign monitors to hurry up to hand out exhibition data that they collected but also was hurt in my self-esteem if the other companies had the data that we did not have in our JAD data room and went around to collect those data. I remember that I spent an entire month in modifying completed design RFP for the plan of a contest, thinking that the lay-out was a crucial matter for the quality of the RFP. Although I had spent time reluctantly and I should have put into designing while working on composing RFP. I think that those experiences have given me various kinds of tools by which I can survive in the external world apart from the design, looking back upon those times.

The design related information power, generalizing and analyzing power on the information and application power on the information are indispensable to raise up the design power. It is absolutely necessary to collect the data in quantity and in quality in order to get the information power while the reasonable thinking power should be gotten for the generalizing and analyzing power. In addition, we should get the flexibility of freely going and coming over the boundary between the theory and actual-affair in order to optimize the application power. We should, however, need also the prompt understanding power and transferring power in order not to make these indispensable factors be in only you but to make them be communicated to the others. Thus, we should be well trained in the language and/or in the presentation, should get the foreign language skill, get the information power on the world in addition to the design world, should know the response of the every class and should check and prepare things that the designers can do.

What is the vision of design for the future? Although the government and society are loudly saying that the design is the source of the nation competition power, we are absolutely in lack of the system for the design development and the designer training in the actual situation since they are interested in the business only through which we can make money. Even if things have been, of course, improved compared with the past, we still feel sorry that various problems are just left and neglected due to the economic, social and political reasons. How is the big effort of the interior business companies going on for solving the problems under this kind of condition?

The fact that JAD went onto the international design competition and its proposals were selected means that the proposal on design has been internationally and objectively evaluated. Seeing this fact with the fact that the JAD has established its corporation in China so that it could use this opportunity more

positively, I think that JAD's effort to make more items internationally recognized has been succeeded. Also seeing this fact with the view-point of the relevant business field, I think that JAD must have gotten the confidence in the international society. I do not want to minimize the meaning of JAD's effort by saying that it is only a project of a company that the interior design of our country can be seen in Ho Chi Minh, Vietnam, through Beijing CCTV that is the Chinese public broadcasting company, in Shanghai, Pudong, Senyang and Tenjin that are the economic centers of China. What JAD has gotten in the overseas market is not only the numerical result that only creates the sales. I think that the more valuable results are the design processes through which JAD proposed the environment for human that is the base of the interior while generalizing and analyzing the local environment, observing the marketing market and understanding the cultural differences to carry out the project.

The international competition power cannot be gained in an instant. To gain it fully, we need practical investment of time, economic resources and an exact analysis and confidence on the future. It also applies to the design too. When we are not interested in extending the territory of design to the external world with making it centered only on a certain designer's creativity, we probably miss the point of mixing the artistic and commercial features of design? It seems that JAD creatively solves general artistic characters of the design for the public, accept the design based on a service concept and manages itself with business-oriented mind as a design company. There are of course many people who critically see an interior design company operated on business aspects, degrading this kind of company as one concentrating on commercialization and comparing it with the atelier where the artistic character is a priority. I can, however, see JAD faithfully carry out the basic purpose of the design that exists for the object from the point that this business mind of JAD has a strong point strongly appeals the planning part at an early stage in carrying out the project so that JAD can maintain the partnership with the building owner.

It is obvious that the design is a decisive factor for a competition power in this era whatever is said. The design is referred to first when talking about a competition power of one nation, and we have definite edges in design over our counterparts. JAD should, however, set up its management objectives and goals not based on the point of earning money with the design but on the point that the design can create a business opportunity. That is, JAD is requested to be enlightened in a way it can learn about human, understand the environment and learn about the world through the design and our society can be rich spiritually through what it has learnt. I believe that JAD has planned and held the contest for students for the last 9 years because JAD does not only want the students to study the design for the future of design at this point but also believes and is confident that the design of our country and the relevant companies can constantly grow up through this effort.

办公室·商务设施



三星 SDI 公司天安厂区的 PDP 大厦
三星电子信息通信研究所
东部金融中心



办公设施可能是最后一个引进室内设计概念的领域。JAD 在 20 世纪 90 年代初期即开始以改善办公环境为主题做了很多工作。办公设施的设计首先要考虑的是它的功能和各个部门之间的连接,办公环境设计的目的归根结底是为了提高劳动效率。

室内设计的初期以家具设计为主。公司的经营管理者们渐渐意识到办公空间的效率化、舒适化以及实用便利性直接与其生产率有关。这些理念在当今的办公室室内设计中已被广泛地运用。对那些以创造性工作为主的办公空间而言,更需要的是对在这种空间环境中工作的人的心情和感受一种理解和认识。

分析办公空间时首先要了解其工作的性质和特点。对行政、研究开发、营销等不同用途的空间应作认真地研究,找出它首先应考虑和一些没必要顾及的部分。办公空间不同于那些商业设施,后者常常是面向无明显特征的群体,前者面向的是已定的内部顾客。虽然满足使用者要求是设计的最基本目标,但又不能盲目地、无条件地去满足。因为人有依赖环境的特性,所以我们首先要引导使用者,说服使用者接受与以前不同的办公环境。

空间结构分为专为内部顾客服务的空间、内部顾客与外部顾客共同使用的空间、只为外部顾客服务的空间三个部分。专为内部顾客使用的空间有办公空间、会议空间、休息空间、其他方面的空间;内部顾客与外部顾客共同使用的空间有接待空间、会议空间以及行政人员空间。特别是管理者空间被认为是体现该公司形象及 CEO 经营哲学的空间,因此显得极其重要。

过去韩国国内集团公司的总裁室,常使用隔板和一些很普通的办公家具,并认为这是简朴、有效率的体现。但在全球化的今天这种观念已很难行得通。和只供内部使用的空间相比,为外部顾客提供的室内空间如 I/R 室、公共活动区等更具有展示空间的特点,所以应该单独设计。

对未来办公空间的概念要有更深层次的理解,即超越仅仅布置空间的层次,达到塑造和影响人的境界。工作是由人来完成的,而人们又经常会受到空间的影响。如果我们将空间的设计聚焦在塑造人的新的起点上,那么我们在设计中不仅要考虑地面、墙、天花板这些构造因素,还要将灯光和声音的控制、绿色空间等影响人们感受的因素全盘考虑。

从大厅开始,SDI 公司在这项新的工程项目中处处可见体现 PDP 形象的标识设计。它采用重叠的玻璃和窗子的图形,并通过非装饰的手法突出了企业的形象。会议室和接待区强调了其功能性和对人的尊重,放置了大量环形的家具。另外,一个有国际水准的领导性公司的 I/R 活动区,它的系统和设计寻求更和谐的统一。

JAD 设计公司着眼于通过对人类的研究,继续创造新的空间。我们的企业环境不断变化,人们追求的价值也是多样化的。JAD 以对人类研究为基本点,以人为本,进一步创造新的空间。

Office / Business Facility



*Samsung SDI Cheonan Plant PDP Building
Information & Telecommunication Institute of Samsung Electronics
Dongbu Financial Center*



Office facility might be the last area of all where the concept of interior is introduced. JAD has been continuously involved in renovation of office environment since 1990. Office environment is assessed by functional aspect and approach to each space. The ultimate goal of all works carried out in the office environment comes to improvement of efficiency.

Interior work at an initial period was mainly furniture-oriented. However, more and more entrepreneurs and businessmen came to be aware that establishing infrastructure to improve efficient arrangement of office spaces and working-friendly and functional environment are directly linked to productivity and this precious realization brought wide range of application of interior concept.

Especially, for office spaces where not routine works but creative ones are mostly dealt with, more user-friendly environment for personnel engaged on the demanding tasks in terms of mood and sentiment is absolutely required. To analyze office spaces properly, knowing features and characteristics of related works should come first. Analytical process such as which should be considered first and which should be resolutely disregarded needs to be gone through in accordance with tasks implemented like clerical work, research & development, sales activities, etc. Unlike commercial facilities targeting unspecified number of general public who is major part for their arrangement, office spaces are created and re-created for specific number of internal customers. The first objective would be to satisfy users but blind satisfaction is not desirable. Leading users is more recommended rather than meeting requirements and expectations of users, because human beings basically tend to be greatly influenced by environment and sometimes convincing them to adapt to new spaces different from existing ones is necessary.

Spaces can be classified into three types of space - one is for internal customers only, another for external customers only and the other for contact between internal and external customers. Space for internal users only is composed of rooms for office work, meeting, break and other utility and space for contact with external customers includes rooms for reception, meeting and Executive.

Especially, Executive office serves as an honor for the company, beyond the previous function of internal use of the management, and the symbolic space 'Executive office' represents business philosophy of CEO, which is regarded as fairly important. In the past, plain and featureless office furniture partitioned by balm light found in the chairman's office at the nation's prominent company was appraised highly in terms of frugality and cost-efficiency but it doesn't hold good under this globalized world any more. The last part to comment on is space for external customers only, which is I/R Room, public relations. The space is featured to be display-effective more than work-oriented, which is to be dealt with separately later.

The future recognition for office spaces should be extended to the concept of influencing and making people, going beyond the concept of decorating spaces. Works are done by people and they are influenced by spaces surrounding them. If the existing recognition for interior is shifted to and focused on a new one - making and influencing people, all aspects of interior ranging from structural factors such as floor, wall, ceiling to sensibility-focused factors like light control, sound control, flow planning, introduction of green space should be wholly considered.

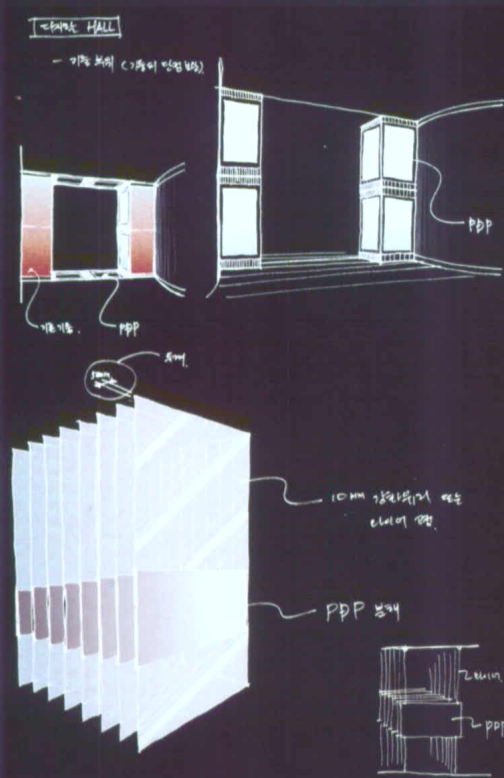
SDI Incorporation concentrates on PDP image and reflected it in the design of a new construction project, starting from its lobby. It adapted overlapping glass and window image and put emphasis specially on the company image through anti-ornamentalism. Conference room and reception area emphasized functional and rational aspects by arranging circular type of furniture and, above all, for I/R activity as an leading company in an international level, its system and design are matched in a more harmonized way.

JAD is upgrading its proposition of creating spaces through study on people at Design Research Institute. Our business environment is constantly changing and values and philosophies pursued are more diversified. However, study on human beings is a fundamental base and it is proceeding toward creation of spaces and concept of reforming people.

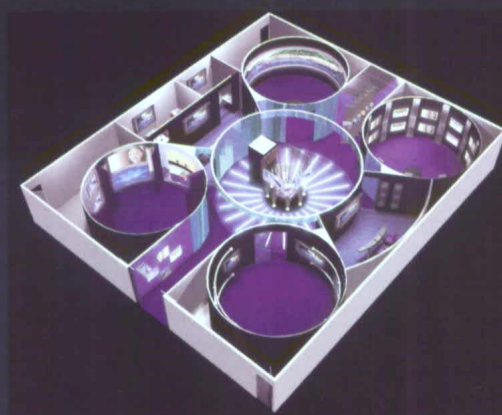
三星 SDI 公司天安厂区的 PDP 大厦
Samsung SDI Cheonan Plant PDP Building







Sketch



Isometric

设计: Joong Ang 设计有限公司

施工: Joong Ang 设计有限公司

建筑面积: 2 200 m²

用材: 地面 / 人造大理石, 块状地毯, P- 地砖

墙面 / 镀银镜片, 金属漆, Zolaton,

墙纸, 拼花木板, 织物, 玻璃

天花 / 间接光, V.P 漆

范围: 5 层

Design : Joong Ang Design Co., Ltd.

Construction : Joong Ang Design Co., Ltd.

Built Area : 2,200m²

Finish : Floor / Artificial Marble, Carpet-Tile, P-Tile

Wall / Sheet over Silver Mirror, Metal Paint,

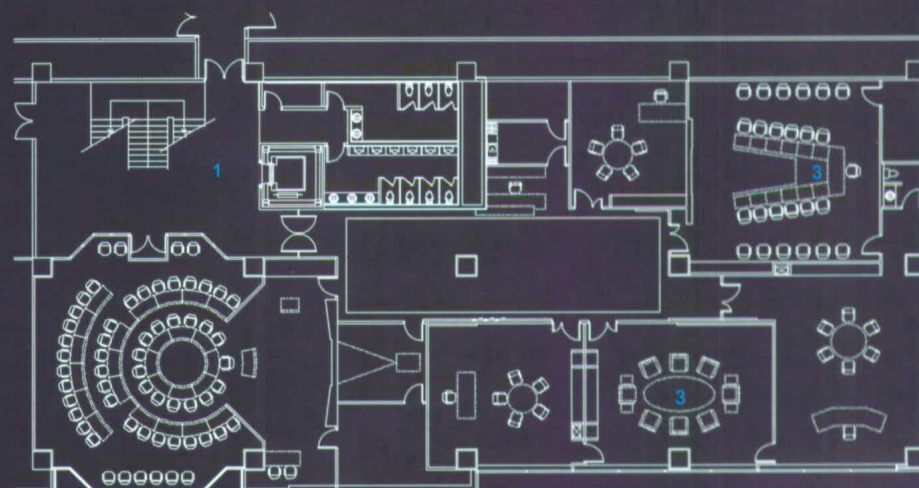
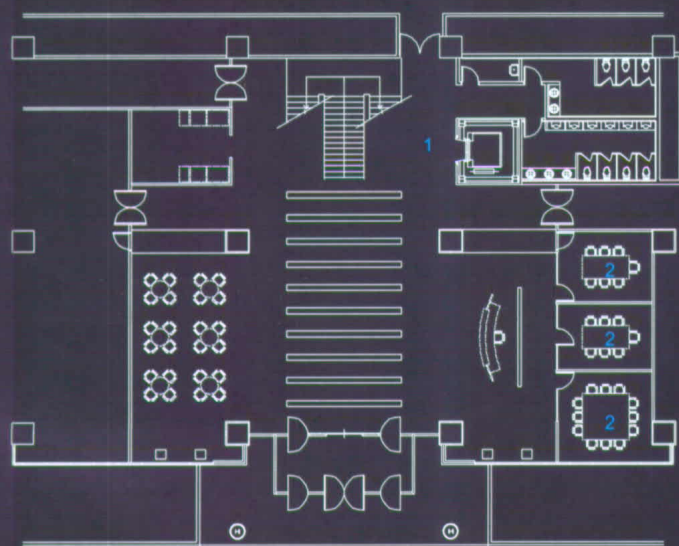
Zolaton, Wall Paper, Patterned Wood,

Fabric, Glass

Ceiling / Indirect Lighting, V.P Paint

Scope : 5F

1. Elevator hall
2. Room
3. Conference room



Floor plan(PDP Building lobby)